

**MONTGOMERY COUNTY GOVERNMENT
ROCKVILLE, MARYLAND
CLASS SPECIFICATION**

**Code No. 004443
Grade 23**

AUDIOVISUAL PRODUCTION SPECIALIST

DEFINITION OF CLASS:

This is professional journalistic and media relations work that involve the production of videotaped and live television programs; including live and prerecorded radio broadcasts; broadcast type closed circuit teleconferences; and other productions, such as slide shows with sound accompaniments. Television is used to communicate public information to the audience to assist in training and education; to disseminate technical information to professional and technical groups; to document unit operations; and to record scientific, technical, and engineering events, tests, and experiments. Government use of television ranges from news features, public service announcements, documentation of public hearings and interactive videodisc productions, to training and informational videotapes on virtually any topic. Personal contacts include individuals and groups from outside the agency on matters for which there is no routine working relationship already established; County Government managers, supervisors and key staff to exchange information and provide advice to them about audiovisual products and; employees in the same agency but outside the audiovisual production organization. These employees may work in different functions or program areas or at other organizational levels within the agency. Contacts also include representatives of print and broadcast media to obtain or request information needed to produce audio-visual products; to plan, to coordinate, or to advise on work efforts or to resolve technical problems by influencing individuals or groups who are working toward mutual goals and are basically cooperative. While this class of work occasionally requires employees to meet with or speak before the general public and citizen groups, it does not require employees to provide direct public service or assistance on a one-to-one basis.

An employee in this class is fully skilled to plan, organize, and direct the work of writers, editors, actors, narrators, musicians, set designers, audio and lighting technicians, camera operators, and other associated technical personnel to produce, select, and arrange the actions, sounds, and visual effects required for the finished productions, including live broadcasts. Producers, Directors and Editors develop and prepare a variety of informational and promotional materials concerning the operations, programs, and services of County Government departments and agencies for dissemination to the public. Employees have full technical responsibility for their work, and plan and carry out the work in accordance with the television and motion picture industry, applicable laws and regulations and established policies and procedures. In many situations the subject is a "live recording" providing final decision situation on the work. Completed work is reviewed for compatibility with the desired result and effectiveness in meeting program objectives. Guidelines are available in the form of policies, procedures and precedents as well as laws and regulations. The subject to be depicted is presented only in conceptual terms and guidelines are limited to general agency policy. Employees in this class use initiative and resourcefulness in researching the topic to be presented, planning the most effective means of communicating the information desired, and deviating from standard methods to achieve unusual visual or dramatic effects designed to attract and hold the attention of the audience. The complexity of the work of this class involves producing a wide range of audiovisual products using many different

production methods and techniques. The employee serves as a project manager with responsibility for actively participating with the clients in exploring new means of presenting information in audiovisual formats. Productions are usually intended for mass viewing and are required to be of the same level of technical and aesthetic quality as those produced by the large commercial production companies. Matters are further complicated by the need to make adjustments in live broadcasts when the need to compensate for an absent guest arises. The scope of the work is to plan the audiovisual coverage of critical County issues, news stories or important public information or educational features. Work is primarily sedentary and is performed in an office environment, although there is some walking travel, and carrying of lightweight equipment and materials. The Audiovisual Production Specialist exerts light physical effort such as carrying cameras or road boxes weighing between twenty (20) and fifty (50) pounds and on very rare occasions may perform heavy physical effort, such as lifting items weighing between fifty (50) and one-hundred (100) pounds such as sound components or remote truck components. Employees occasionally attend groundbreaking ceremonies which may be held outside as well as reporting to a scene of an accident/incident. Typically, employees sit comfortably to do their work, interspersed by periods of standing, walking, bending, and extensive periods requiring the use of computer terminals and audiovisual equipment to accomplish work objectives.

EXAMPLES OF DUTIES: (Illustrative only)

- Employees produce a wide range of videotaped and live broadcasts programs related to the mission of the agency or clients. Confer with clients to determine objectives, extent of subject-matter coverage needed, and budgetary restrictions.
- Works with media relations point of contact for assigned departments and agencies. Works with department and agency representatives to plan live television coverage for programs, services, and events. Maintains liaison with key department/agency program directors to assess and fulfill their continuing television publicity needs. In accomplishing audiovisual services for County agencies employees.
- Research the topic.
- Write the script or contract for professional scriptwriters.
- Coordinates all aspects of production; such as audio and camera work, lighting, music, timing, writing, and staging.
- Develop and produce television, radio and web streaming for Montgomery County Government;
- Cover County events such as, town hall meetings, inauguration of County Executive, press events, etc., and make decisions on such broad production matters such as: the format of the program (for example, documentary or reenactment); the manner in which specific information will be presented (e.g., through narration, dialogue, or graphics); and, the most effective use and distribution of resources to achieve the maximum technical quality.
- Plan, organize and direct the production of radio programs, including news and topical materials, entertainment, live and recorded interviews, and coverage of special events.
- Participate in daily planning sessions to develop themes and topics, determine production resources needed, make voice selections, and decide what production techniques will further programming aims.
- Performs related duties as required.

KNOWLEDGE, SKILLS AND ABILITIES:

- Thorough knowledge of media production, communication, and dissemination techniques and methods including alternative ways to inform and entertain via written, oral, and visual media.

- Expert knowledge of all phases of audiovisual production, programming, and editing from inception to completion, and skill in modifying or adapting standard practices and procedures used in producing prerecorded and live television broadcasts.
- Knowledge skill and ability to apply a wide range of knowledge of television and radio broadcast and production techniques, in rehearsing and directing the actions of production crews and casts, and in composing complex live or prerecorded programs with multiple visual or audio elements and other complicating features.
- Considerable knowledge of the requirements of the Maryland Public Information Act, Montgomery County Charter and other local laws and how to apply them for successful results, such as fair and favorable coverage of non-controversial issues.
- Considerable knowledge of and skill in English usage, spelling, punctuation, and grammar, and of writing and editing techniques.
- Skill in creative, effective writing to edit and design media.
- Ability to meet deadlines and to work under pressure.
- Ability to effectively speak in public.

MINIMUM QUALIFICATIONS:

Experience: Three (3) years of professional experience in audio video television production is required.

Education: Graduation from an accredited college or university with a Bachelor's Degree in Television Communications and Media Productions or related field.

Equivalency: An equivalent combination of education and experience may be substituted.

LICENSE: None.

PROBATIONARY PERIOD:

Individuals appointed to a position in this class will be required to serve a probationary period of twelve (12) months and, if promoted to a position in this class, will be required to serve a probationary period of six (6) months. Performance will be carefully evaluated during the probationary period.

Continuation in this class will be contingent upon successful completion of the probationary period.

MEDICAL EXAM PROTOCOL: Limited Core Exam with a Drug/Alcohol Screen.

Class Established: October, 2010

Revised: August, 2013

October, 2014